

AnyTimeFood

Vicky Gupta

Restaurant Concept

Restaurant Name & URL

AnyTimeFood
anytimefood.com

Food & drink

Food –

- ✓ *Pav Bhaji*
- ✓ *Dosa*
- ✓ *Misal Pav*
- ✓ *Dahi Puri*

Drink –

- ✓ *Soft / Cold Drink*
- ✓ *Fruit Juice*
- ✓ *Soda*

Location

Country – India
City – Mumbai
Neighborhood - Ghatkopar

Main target audience

- ✓ Kids (ages 12–16) whose parents work late.

Cost

Affordable.

- ✓ *Morning –*
 - *Food Price – 100 rupees to 700 rupees.*
 - *Drink Price – 20 rupees to 120 rupees.*
- ✓ *Noon & Evening–*
 - *Food Price – 200 rupees to 1000 rupees.*
 - *Drink Price – 30 rupees to 220 rupees.*
- ✓ *Night –*
 - *Food Price – 50 rupees to 1500 rupees.*
 - *Drink Price – 10 rupees to 300 rupees.*

Elevator pitch

Neither less nor more price. We bring the best and delicious food for those all kids as well as teenagers. Your tummy will be satisfied but not your hunger.

Strategy

Target Audience

The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)

- ✓ **Late-night studier**
- ✓ **Foodie**
- ✓ **Junk Food Lovers**

Demographics

- **Gender** – All
- **Education** – School and College Students
- **Occupations** – Unemployed, Part-Time worker.
- **Age** – 12-28 years old
- **Location** – Urban
- **Marital Status** – Single
- **Income** – Enough

Psychographics (personality, values, attitudes, interests, lifestyles)

• **Personality & Attitudes:**

- ✓ **Smart Worker**
- ✓ **Epicure**
- ✓ **Sleepy**
- ✓ **Lazy**
- ✓ **Well-being**

• **Values:**

- ✓ **Straight-forward**
- ✓ **Sharp Knowledge**
- ✓ **Loyalty**
- ✓ **Openness**
- ✓ **Respect**

• **Lifestyles/Interests:**

- ✓ **Smart**
- ✓ **Studious**
- ✓ **Love**
- ✓ **Non-smoking**
- ✓ **Non-drinking**

Strategy

User Needs

The website needs to enable the user to:

- ✓ *Find out if the restaurant delivers to their area*
- ✓ *Order food online*
- ✓ Find out nearby best and high rated restaurants
- ✓ Online Payment Mode or Cash on Delivery Mode
- ✓ On Time delivery

Client Needs

The website needs to enable the client to:

- ✓ *To sell food online that will be delivered*
- ✓ *Provide a system for order customization*
- ✓ Trace whether all foods are delivered on time or not
- ✓ Deliver food as same as it was packed
- ✓ A satisfied and permanent customer

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

"The user will be looking for..."

- ✓ Nearby Restaurants
- ✓ Special Items
- ✓ Opening and Closing Times
- ✓ High rated Restaurants
- ✓ Ratings from other customers
- ✓ About Us
- ✓ Food Menu with all details

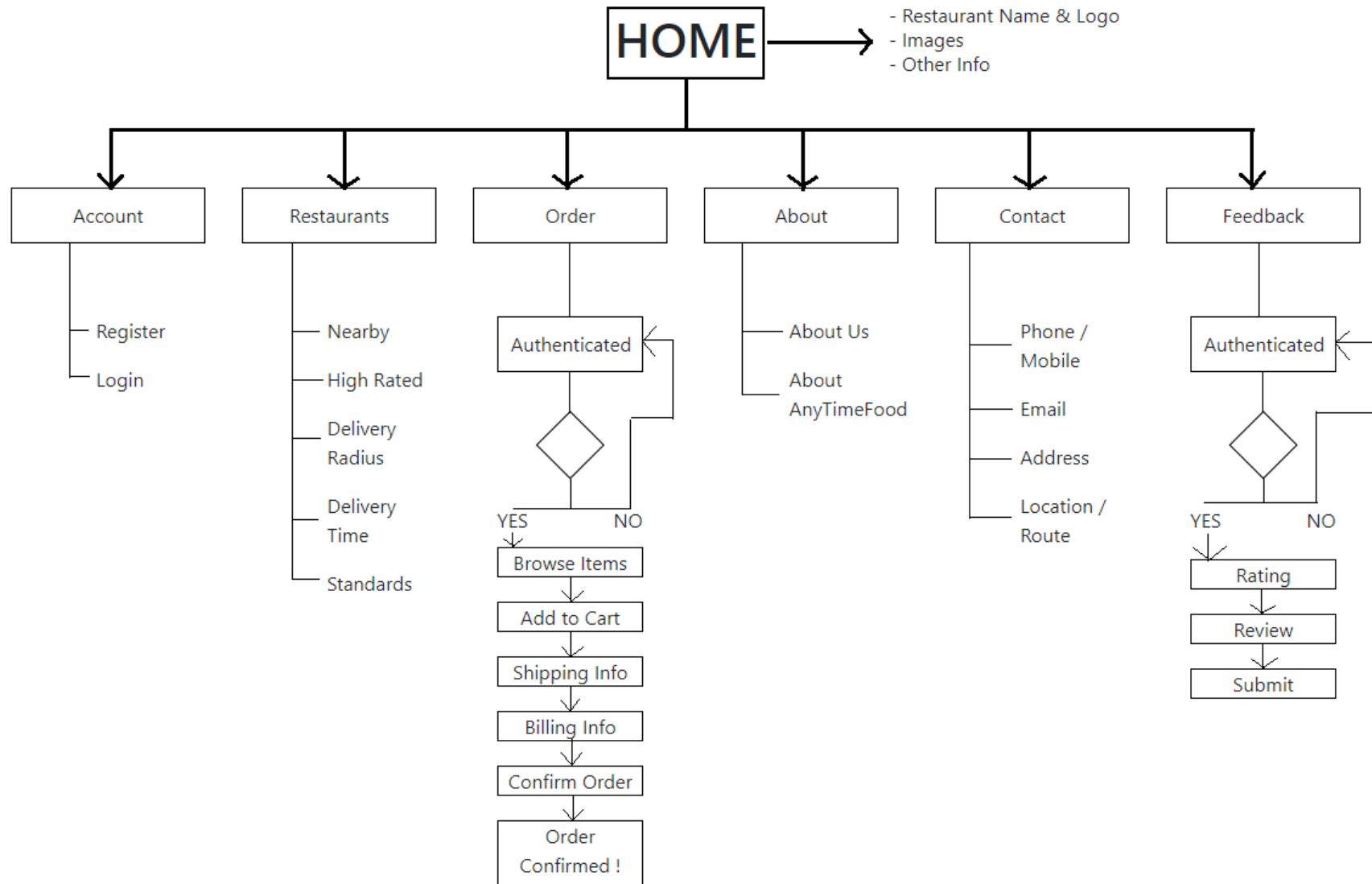
Functionality Requirements

Systems that will allow the user accomplish tasks.

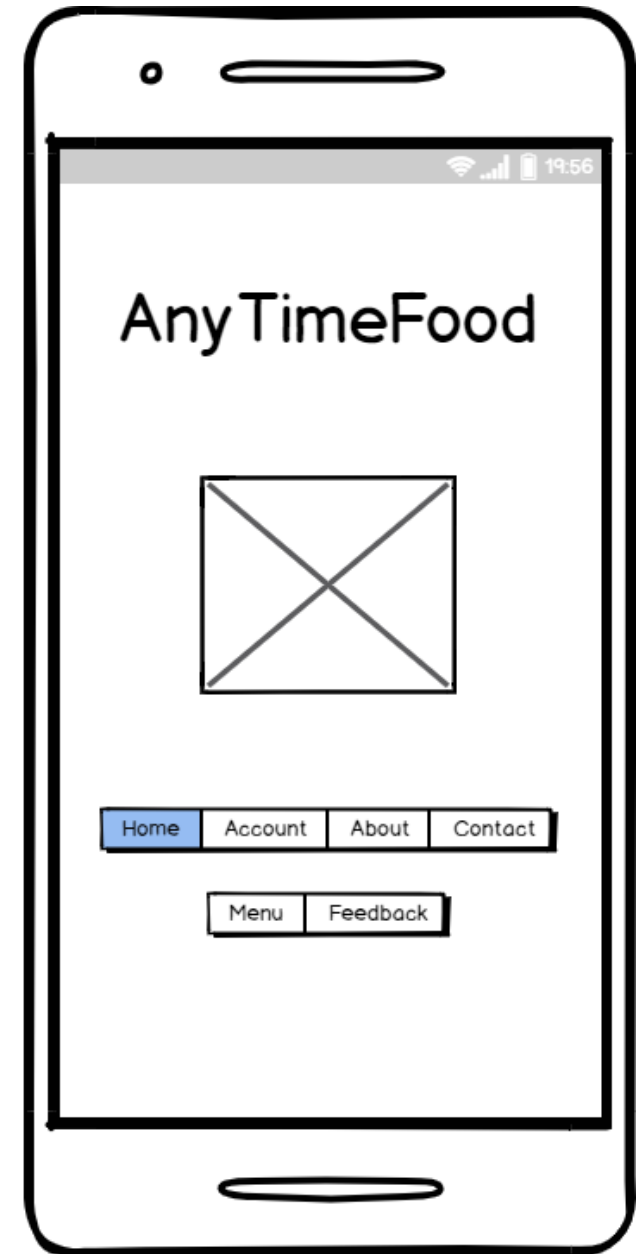
"The user will be able to..."

- ✓ Register and Login
- ✓ Order customized breakfast / meal / dinner
- ✓ Trace Updated order status while delivery
- ✓ Online Payment Modes
- ✓ Rate Delivery Process

Sitemap



Wireframes – Mobile Version



AnyTimeFood

Ordering Process – Registration

AnyTimeFood

Home Account About Contact

Menu Feedback

Register

Email

Password

Create Account

[Already registered? Login Here](#)

Order-Login

AnyTimeFood

Home Account About Contact

Menu Feedback

Login

Email

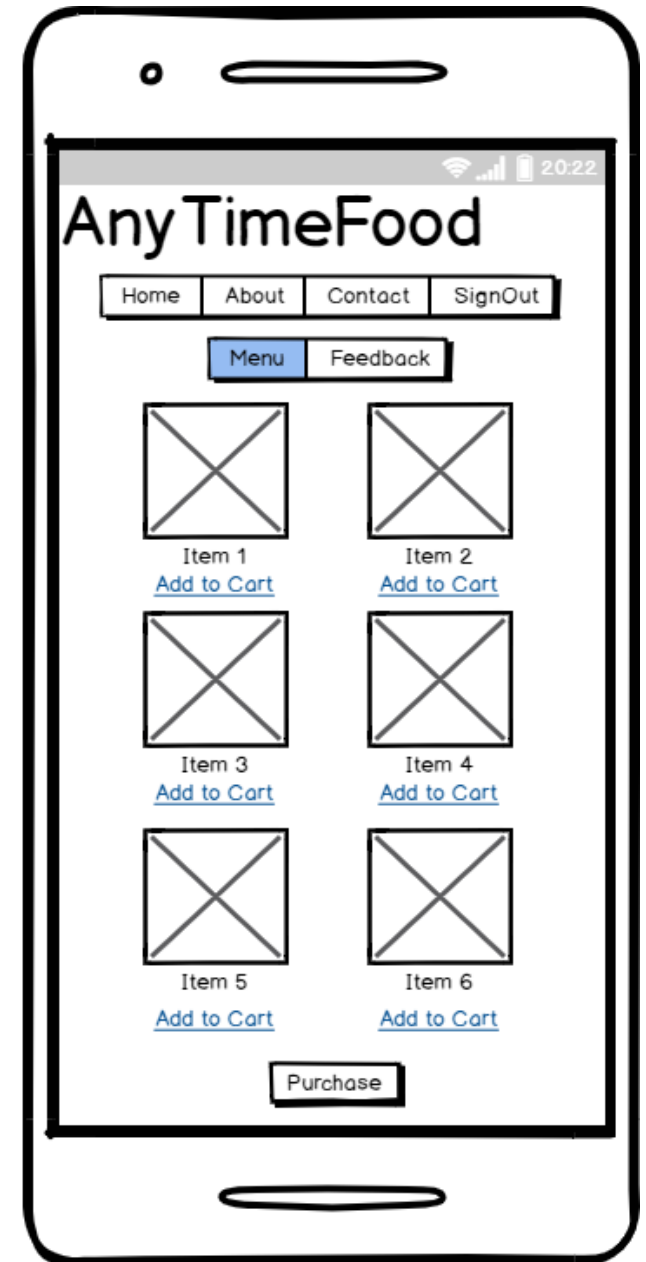
Password

Start

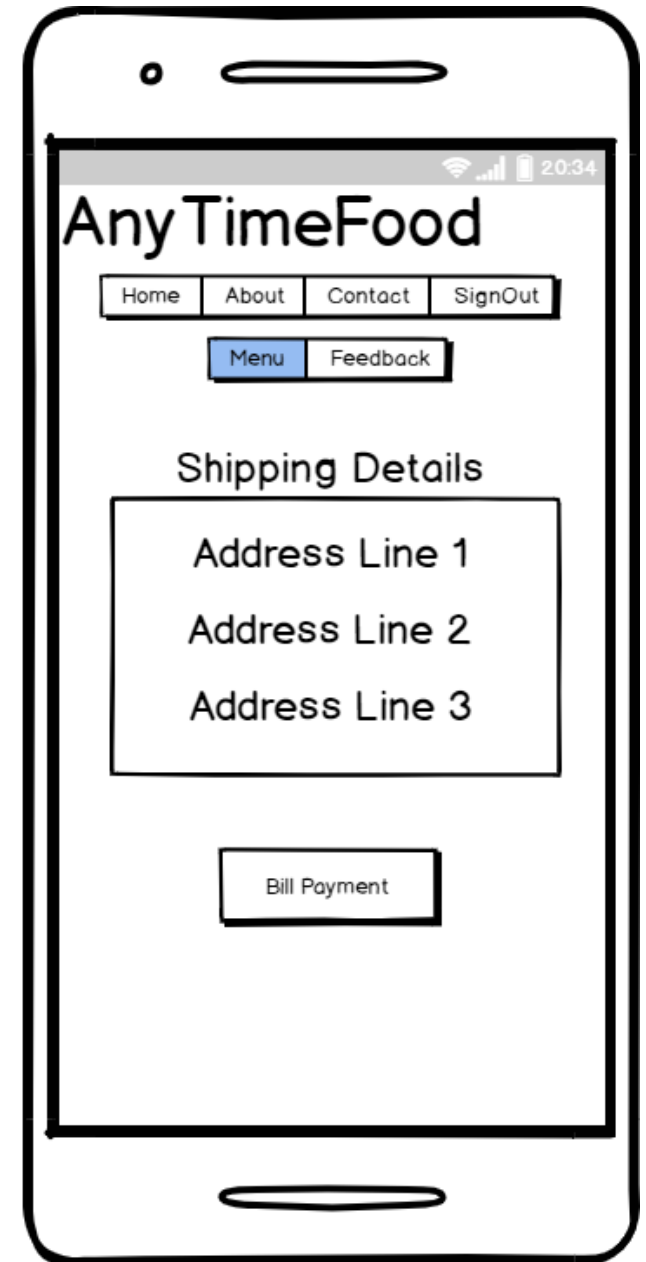
[Not yet Registered? Register Here!](#)

AnyTimeFood

Order-Menu



Order-ShippingInfo

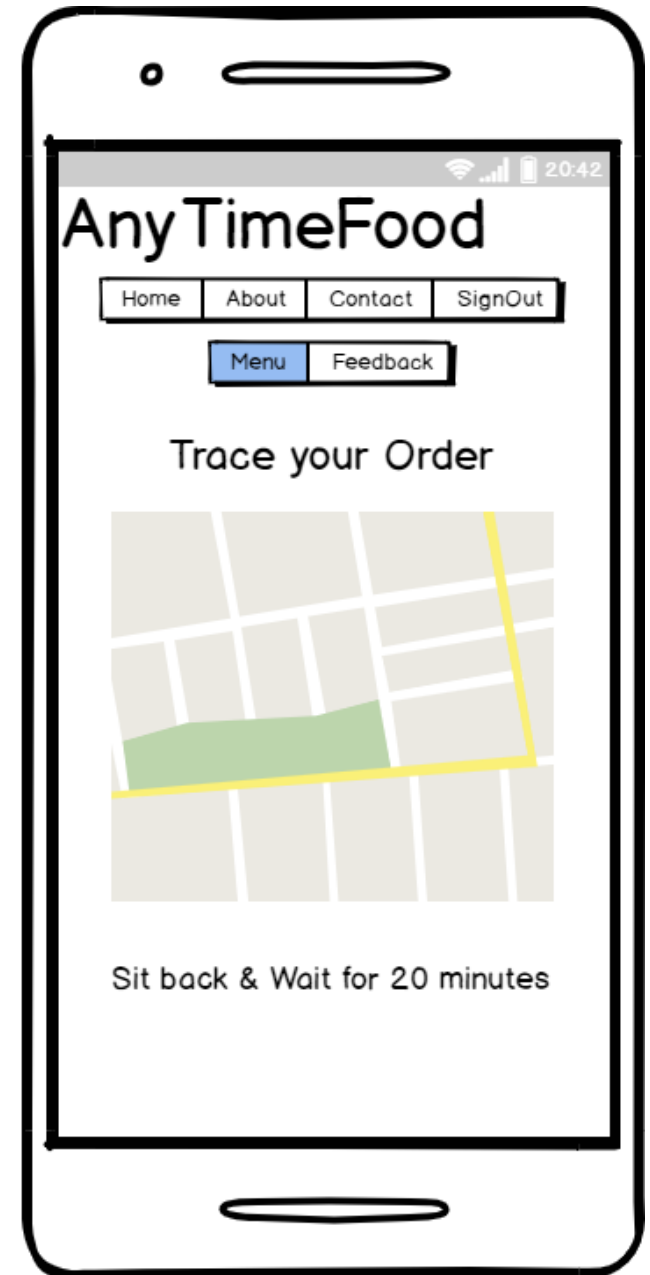


Order-BillingInfo

The image shows a mobile application interface for 'AnyTimeFood'. At the top, there is a status bar with a Wi-Fi icon, signal strength bars, a battery icon, and the time 20:39. Below the status bar is the app title 'AnyTimeFood'. Under the title is a navigation bar with four buttons: 'Home', 'About', 'Contact', and 'SignOut'. Below the navigation bar is another set of buttons: 'Menu' (highlighted in blue) and 'Feedback'. The main content area is titled 'Billing Details'. Below this title is a container with three input fields labeled 'Input 1', 'Input 2', and 'Input 3'. At the bottom of the container is a 'Confirm Order' button. The entire interface is framed by a thick black border representing the phone's screen.

AnyTimeFood

Order-Confirmed



AnyTimeFood

Additional Page – Contact



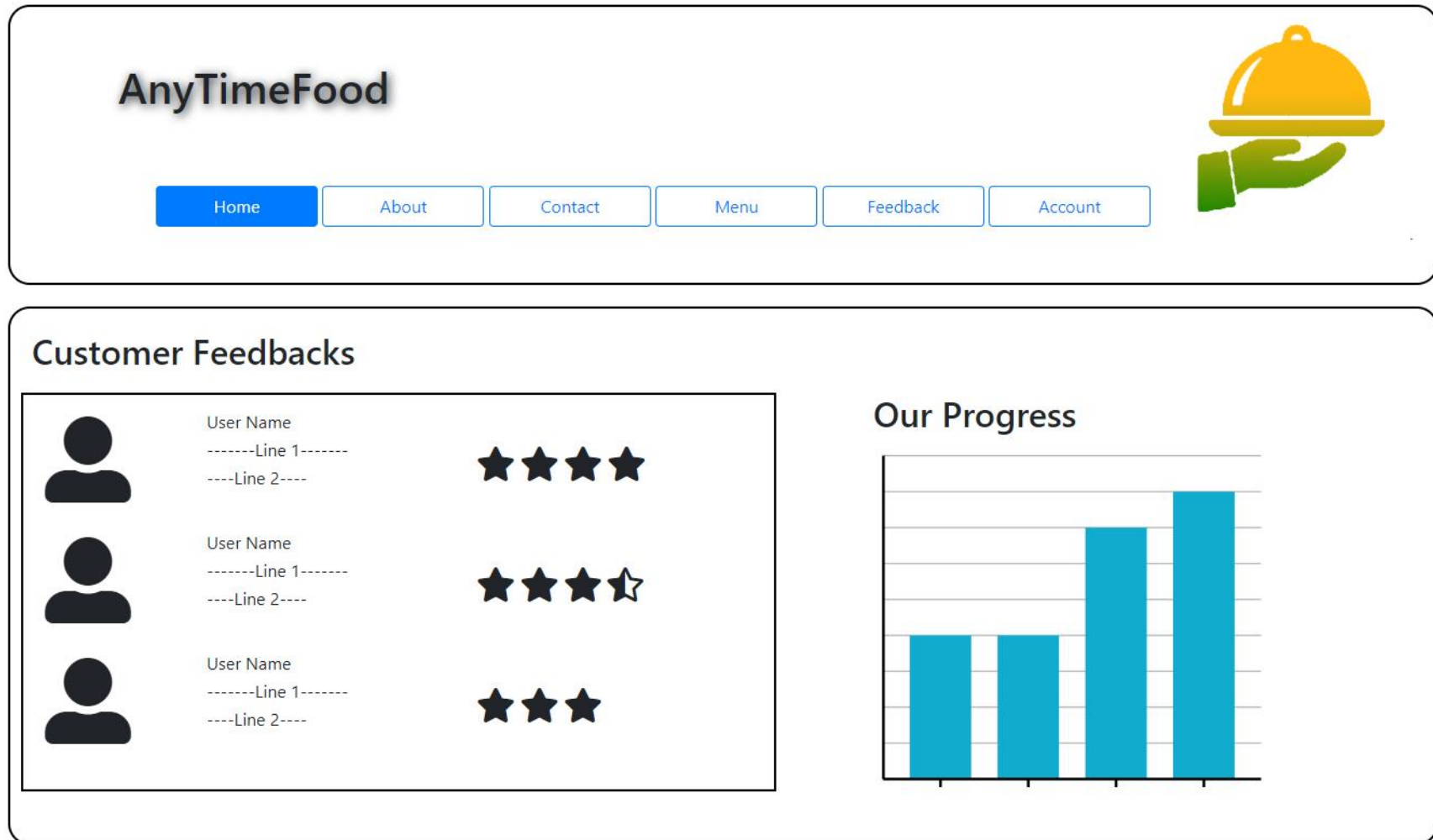
Homepage wireframe for desktop layout



Moodboard



Visual Mockup Desktop Homepage



Visual Mockup Mobile Homepage

